

Claims

1. A method comprising:
identifying a group within an available survey panel, the group having predetermined characteristics;
selecting a first set of members from the group for a first survey;
temporarily removing the selected first set of members from the available survey panel; and
selecting additional members from the available survey panel for a second survey using the selection probabilities to compensate for the removal of the first set of members from the available survey panel.
2. The method of Claim 1, wherein the selecting of additional members step includes increasing the selection probabilities of other members in the group.
3. The method of Claim 1, wherein the weights of the remaining members of the panel have their weights modified to compensate for other group members removed from the panel by using a weight factor proportionate to the number of original members in the group over the number of remaining members in the group in the available panel.
4. The method of Claim 1, wherein multiple groups are identified within the available survey panel, members of these additional groups are selected for the survey and removed from the available survey panel, and wherein the subsequent weights of the additional group members are modified to compensate for the removal of the members of the group from the available survey panel.

5. The method of Claim 4, wherein the members of the group are selected by a non-proportionate selection process.

6. The method of Claim 5, when the non-proportionate selection process uses temporary weights which are used in the member selection process.

7. The method of Claim 1, wherein an interval selection method is used.

8. The method of Claim 6, wherein a weighted interval selection method is used.

9. The method of Claim 1, when the weight factor is used to compensate for the removal of people who have been previously given a survey within a certain time period.

10. The method of Claim 1, wherein the weighting factors include an original weighting factor to match the panel members to the demographics of the general population. A removal weighting factor to compensate for all of the members of the panel removed from the panel and a selection weighting factor to deal with a non-proportionate selection.

11. A method of selecting people to survey using a panel comprising:
producing an list of panel members; and
selecting members using a random first selection and additional selections determined using a calculated interval value; wherein members within the same household are placed in the list together so that the selection process using the

interval makes it less likely that members of the same household are selected for a survey.

12. The method of Claim 11, wherein the weighted interval method is used.

13. The method of Claim 11, wherein the interval is selected by the sum of the cumulative weights over the number of members needed for the selection and the selection process looks at the weights of the members.

14. The method of Claim 11, wherein the random value is a random member within a first interval.

15. The method of Claim 11, wherein the households are grouped in the list by household type.

16. The method of Claim 11, when members are temporarily removed from a panel because they were given a survey, the remaining members of the panel have their weights adjusted to compensate for the removal of the members given the first survey.

17. A method of selecting a sample to survey using a panel comprising:
from a predetermined non-proportionate sample specification, determining selection weights for panel members, the selection weights being selected to produce a desired skew in the types of members selected; and
randomly selecting the members to survey from the panel using the selection weights.

18. The method of Claim 17, wherein the selecting method is selecting members using a random first selection and additional selections are determined using a calculated interval value.

19. The method of Claim 18, wherein the interval is the sum of weights over the number of members needed for the survey, wherein the selection process looks at the weights.

20. The method of Claim 17, wherein the weights include a weight factor for the members of the panel temporarily removed through the panel.

21. The method of Claim 17, wherein the weights include a weight factor for the original demographic proportions of the original panel compared to the general population.